

RED CROSS
NOTES

Financial Report to January 10

Bassano—Donations \$488.50; Membership \$220.00; total \$718.50
Gem—Donations \$84.33; Membership \$88.00; total \$168.33
Lethbridge—Donations \$27.00; Membership \$1.00; total \$28.00
Rosemary—Donations \$1.00; Membership \$41.00; total \$42.00
Countess—Donations \$12.85; Membership \$25.00; total \$37.85
Crown—Donations \$8.86; Membership \$17.00; total \$25.86
Makeup—Donations \$10.00; Membership \$23.00; total \$33.00
Total Donations \$465.93
Total Membership \$449.00

Total collected \$1104.93

Mills and other donated to the local group sold for \$5.35.

Goods Shipped to Headquarters at Calgary

The following goods were parcelled and shipped to Calgary the first of this week:

Abdominal bandages 3 dozen

Triangular bandages 8 dozen

Bed Pan covers 2 dozen

Pillow Slips 3 dozen

Hospital bed gowns 24 each

Sweaters 24 each

Stocks 24 pairs

Mitts 8 pairs

Membership fees remitted to the head office this week amounted to the sum of \$140.40.

The Ladies Sewing Meeting will be held on the regular meeting date Tuesday, January 16th.

Last week it was announced that the branch was endeavoring to show the Royal Walt Pictures at the local theatre. To date no further word has been received, and consequently nothing definite can be stated.

HOCKEY CLUB OUT OF "RED"
FROM PROCEEDS OF DANCE

The following is a financial statement of the Bears' Hockey Club Dance, and financial standing at the present time.

Receipts:

Dance \$118.04

Raffle \$33.05

Total receipts \$151.09

Expenses:

Hall Rent \$15.00

Orchestra \$13.00

Novelties \$5.10

S. H. Edwards \$3.40

Guy Foster \$4.00

Jas. Johnston \$4.00

J. H. Stiles \$2.35

A. McKeon \$1.60

Mills \$1.60

Bassano Recorder \$8.00

D. L. Downs \$1.00

Total expense \$61.10

Raffle:

W. Flanagan \$9.50

A. McKeon \$2.00

C. A. Colb \$2.00

Bassano Recorder \$4.00

Total expense \$16.25

Expense of Dance and raffle \$

Balance \$75.74

Expenses carried over from 1939. \$88.00

D. L. Downs \$17.14

—FRIDAY AND SATURDAY, JANUARY 12 and 13—

Bette Davis, Miriam Hopkins, George Brent, in

THE OLD MAID

She was made for love . . . young, beautiful, thrilling love! But what decent man would marry her now. Here are secrets that every woman knows, that no woman speaks of . . . revealed by the genius of the screen's finest actress.

—FRIDAY and SATURDAY, JANUARY 19 and 20—

Jack Benny, Dorothy Lamour and Edward Arnold in

Man About Town

Meet Jack Benny, boulevardier, and breaker of Feminine Hearts.

ORPHEUM THEATRE: BASSANO ALTA.

JAS. JOHNSTON ELECTED
PRES. BOARD OF TRADEGAMES IN
SQUARE DRAW
PROGRESSING

Although the season for curling this year has been decidedly more than average enthusiasm has been shown by the public, especially the sport. Veterans and novices alike can be seen, wending their way down to the three sheets about 6 o'clock every night.

The executive this year has clamped a ban on tardiness, and penalties a team 1 point for every 10 minutes late. The referee, R. Zehner, is the official referee. However, the new regulation seems to be too stiff for many of the curlers to be late.

It has been necessary to rule two draws three times a week to assure all members sufficient games. On Monday, Wednesday, Friday, plus Saturday, the draws are 7 and 9 o'clock.

On Tuesday and Thursday, the women's section of the club has the use of one of the rinks. The women are again taking their curling seriously, but from reports, some still think the kitchen floor is a lot easier to sweep than a rock.

Results as of the regular draws are as follows:

Macbeth defeated Brocklebank
Macbeth defeated Flood
Redmond defeated S. H. Edwards
S. H. Edwards defeated Flanagan
Zelenski defeated Zelenski
Keith defeated Young
Riley defeated Redmond
Zelenski defeated Flanagan

Draws for tomorrow night, Friday, are as follows:

E. Riley vs. S. H. Edwards
Person vs. L. Edwards
Flood vs. Haskayne
Brooklebank vs. Keith

S. H. Edwards vs. Zelenski

Keith defeated Young
Riley defeated Redmond
Zelenski defeated Flanagan

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Flood vs. Haskayne

Brooklebank vs. Keith

S. H. Edwards vs. Zelenski

Keith defeated Young
Riley defeated Redmond
Zelenski defeated Flanagan

Draws for tomorrow night, Friday, are as follows:

N. H. Martin vs. E. Riley
Bassano Recorder vs. E. Riley
Person and Young \$14.55

Total \$51.66

Balance \$27.00

Current Expenses:

Ontario Laundry \$4.85

J. T. North \$5.00

Total \$9.85

Balance on hand \$17.14

Elected Officers For Coming Term.
Invite M.L.A.'s to attend meeting:

The Annual Meeting of the Bassano Board of Trade was held at the Royal Cafe on Wednesday afternoon of this week, January 10th, at 4 p.m.

Following a luncheon, the business was transacted by adoption of the report of President Fred H. Hiltz, and minutes of the last regular meeting were read, along with the secretary's report.

Two letters were read to the members present, and ordered filed in the minutes. One letter was from the 1939 term, inviting two members of the Board of Trade and a guest to the annual meeting to be held on March 10th, at 7 p.m.

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Install Officers
Of Bassano Lodge

At a regular meeting of Bassano Lodge No. 35, A.P. and A.M., held in the Royal Cafe on Wednesday evening, the following officers were installed under the direction of W. W. Bro. H. H. Beebe, D.D.G.M., Select of Bassano:

Worshipful Master—W. W. Bro. H. W. Beebe

Senior Warden—Bro. A. L. Young

Junior Warden—W. W. Bro. H. E. Riley

Treasurer—W. W. Bro. W. J. Redmont

Secretary—W. W. Bro. H. E. Riley

Chaplain—W. W. Bro. A. G. Stoddard

Worshipful Director—W. W. Bro. S. J. Soper

Junior Deacon—Bro. R. H. Soper

Senior Steward—Bro. E. R. Edwards

Junior Steward—Bro. K. H. Hansen

Director of Ceremony—W. W. Bro. A. McKeon

Organist and Librarian—W. W. Bro. J. R. Donaldson

Bro. R. H. Baker

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The BASSANO RECORDER



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Twice Weekly at the Office
of the Recorder in the
Currie and Miller Bldg.
Bassano.

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FLOYD T. CARY, PUBLISHER

THURSDAY, JANUARY 11, 1940.

Why?

SINCE THE appointment of Leslie Hore-Belisha in 1937, we have heard his praises sung with continuous and unabated regularity. Have we not been told in speeches of his fellow Cabinet Ministers, and others prominent in the affairs of State, by newspapers, both British and Canadian that his work and organizing ability has been by long odds the most efficient and progressive of any Minister of War the British Isles has seen since Haldane. This week we learn that he has resigned his high office.

This resignation was so abrupt and unexpected that it can be interpreted as nothing less than a curt dismissal, despite the polite published correspondence which passed between the ex-Minister and the Prime Minister. It may be that the people of Britain are not entitled to an explanation, but it seems to us that Canada as a member of the Anti-Hitler combination is entitled to know the why and wherefore of its senior partner's action. Only by full explanation of the others' doings in regard to the matter in hand, do partners get along, and when a Minister who is not much less responsible for the re-organisation of our own forces than the British Army is dismissed in the manner witnessed this week, we feel we are entitled to ask questions. We ask the question. WHY?

Sanity in War Financing

Canada's forthcoming war loan can readily be expected to match the pattern of financial policy that will be universally recognized as sound, and one that reflects the benefits of experience from the last Great War. Borrowing in this instance, is a means only of bridging the margin between the amount of money obtainable by taxes and the actual amount needed to pay the costs of a government at war in defence of freedom.

Recognizing the pitfalls of her experience in the last war, Canada, on this occasion, is facing the problem of war financing in forthcoming manner. Canada's financial machinery has enabled her to set a course at the outset of the new world war that would have been virtually impossible in 1914; it will enable the Canadian people to avoid many of the demoralizing consequences of war, and post-war readjustments such as befell Canada and many other countries in the last great conflict.

This war is to be paid for, in so far as possible, as it is fought, rather than to hazard a repetition of inflationary price movements spiralling to an inevitable and expensive day of reckoning. For the past 20 years Canada and other countries have been paying the price of a financial machinery, lack of precedent and foresight in financing the last war. Canada now has a broad and comprehensive taxation system and the financial machinery required for exercising the control that is necessary to carry out a policy that will finance the heavy expenditures involved under wartime conditions without giving rise to unfortunate maladjustments and their inevitable aftermath.

In recent years, Canada has pursued a moderate policy of expansion in common with the United Kingdom, Soviet Russia and certain other countries. In consequence of that policy, Canada was able to reverse the deflationary trend of the early depression years and to facilitate an expansion in national production and business activity that has been more consistent and prolonged than in many other countries. She has also effected a general reconstruction of her debts through refinancing loans at lower interest rates and has repatriated, during the last five years, over \$900 millions of Canadian debt held abroad. The net result has been to effect a substantial decrease in the cost of Government debt and to strengthen greatly Canada's credit position.

The new war loan, like probably all loans floated by Canada during this war, will be on a domestic basis. Canadians will provide the principal and receive the interest. The debt will be owed to ourselves in Canadian funds and will, therefore, not give rise to the difficult exchange problems and real burdens to the country which are inherent in external borrowing. In borrowing within our country, the Government hopes to see some of the real savings of the people converted into war loan bonds. The latest available figures show a total of \$1,734,800,000 of savings accounts held by depositors in chartered banks, the highest figure in history of the Canadian banking system. These deposits are held in over 4 million accounts, which probably means that one out of about every

three people in Canada has a savings account. By converting real savings into war loan bonds, the individual can make a vital contribution to Canada's war effort, and at the same time secure for himself a safe and profitable investment.

This is a democratic war by a democratic country, and the war effort in every phase is organized and conducted on a democratic basis. This shows up clearly in the financial policy of the Government in aiming to prevent shifting of national wealth and income to particular groups or sections of the country, which would be an undesirable feature of other methods of financing the war. In announcing its taxation policy, the Government has pledged itself to the principle of equality of sacrifice on the basis of ability to pay. In its borrowing to supplement taxation, the Government is making every endeavor to follow out this democratic principle and by widespread appeal to give every citizen an opportunity to make a voluntary contribution to the success of the war effort by converting his savings into War Loan Bonds.

The loan is open to popular public subscription. Clearly the call is strong, because the most emphatic demand is the moral obligation of every citizen to guard jealously the rights of freedom and shoulder his share of the bonds just as thousands of others are shouldering arms.

We didn't hear Goebels' broadcast from London, England, on Christmas Day. —Ex.

There are many things about the situation in Europe at which times appear puzzling . . . one of the latest of these is the contradiction of Italy being allied with Germany and at the same time sending men to help Finland against Germany's ally, Russia. Even more confusing is the fact that these troops were transported through Germany to Finland. —Chauvin Chronicle.

WHERE FARM SUCCESS LIES.

The Lethbridge Herald started something when it devoted a column of editorial space to agricultural discussion. The suggestion was made that agricultural endeavor had not advanced as it should, that farming is not sufficiently attractive a life to induce people of ability in it, and that a change should be made. The establishment of rural high schools, on the Scandinavian plan, was suggested, in order to develop a rural culture and greater economic strength.

Virtually every daily newspaper in western Canada has taken up the discussion of this problem. The Winnipeg Free Press has taken an unusual stand on the subject. The following paragraph is illustrative.

"Farming is a complex profession and business and way of life. It takes brains of high order. Moreover it's both a man's brains and a woman's brains. A city man with a dumb wife may get by in his profession . . . but a farmer with a stupid or lazy or foolish wife is sunk—Hanna Herald

THE CHIEF OBJECTIVE

The New Year promises to bring two major events, the Dominion and provincial. In these petty politics must be dropped and we must see to it that Canada has but one purpose for the present and that is the winning of the war. This year offers a splendid opportunity for Canadians, from the Atlantic to the Pacific to become united on a solid basis.—Innisfail Province.

"BANKLESS" TOWNS

There has been the usual amount of safe-blowing this fall and winter, in the smaller "bankless" towns and villages. It is noteworthy that practically all these robberies are in towns where the bank has closed up, or where there never was a such an institution. Those who commit these crimes know full well that a "bankless" town usually has one or two large safes somewhere handy where elevator companies and general merchants carry the necessary cash to do business—in lieu of banking facilities. If the Alberta government had had its way a few months ago, there would now be a lot more "bankless" towns—and no doubt more safe-blowings. —Delbourne Times.

LITTLE THINGS

Some little duty done today,
Unnoticed though it be
May lead you to your destined way,
And prove the master-key.
To open many an iron door
Which seemed impregnable before.
Some little kindness shown today
Shall often prove to you
That hopes, for which men work and pray,
May prove divinely true—
That love, above all else, is meen,
To guide poor mortals' feet.
Some little seed in the heart,
And watered by your tears,
May long lie dormant and inert,
But, after anxious years,
Spring up and save a life from shame
And crown it with an honored name.

—Paul Preston.

INTERNATIONAL FARMERS NIGHT
TO BE BROADCAST

The United Farmers of Alberta are again putting on an International Farmers night on the occasion of their annual dance to be held during the Convention in Edmonton this year. The annual dance will be held on Thursday, January 18th, commencing at 8:30 p.m. over most Canadian radio stations.

The program will include general from rural delegates to the convention, the sending of greetings by bodies of organized farmers in other parts of Canada and the United States, the reading of the replies received from the United States, Canada, Finland, Norway, Sweden, etc.

Last year, a very successful night was held, and among the messages received was a congratulatory letter from the Hon. Frank MacPherson, Secretary of Agriculture, fraternal greetings from farmers in British Columbia, Saskatchewan, Manitoba, and Ontario.

THE "IS-WAS"

From "Time," January 8th, 1940.—Sir: In the control of the powers that be, the Is-was is a parallel, side, copies, and Is-was. (From "Time," Dec. 25, 1939.) This Is-was beyond me. And I thought I was an authority on the tools of mathematics. Come on, with the help of the Is-was, I can do it. (Answer from editor of "Time":) "No tool of mathematics, but a tool of war was the Is-was. It is an instrument which gives the date on where an enemy is, and where it is to determine what it will be when the next shell hits. An after name would be 'Is-was-will-be'."

FARMERS DEBTS

Debt of Alberta farmers originally amounting to \$29,510,266 have been reduced to \$17,155,807 under the Farmer's Creditors' Arrangement Act, according to an announcement by Chief Justice Mitchell, chairman of the board of review. This represents a reduction of \$12,354,459 since 1934 when the act came into force. Total 3,652 cases have been examined in the six year period, it was revealed, resulting in an average reduction of \$383 per farmer.

Church Announcements

St. COLUMBUS CHURCH,
BASSANO, ALTA.

MASERS—2nd Sunday of each month at 9 o'clock or 11 o'clock alternately 5th Sunday of the month at 9 o'clock Special Devotions will be announced as the occasion arises.

REV. JAMES MORROW • PASTOR

Church of England
BASSANO, ALTA.

Rev. J. Taylor.

Knox Presbyterian
Church

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CIGARETTES
"The poorest form in which tobacco can be smoked"

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Cut Flowers and Plants
Sprays and WreathsFrom
H. D. Bacon
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SUBSCRIBE TO-DAY!



"Never mind—
we'll have
DRIED
OR PICKLED
FISH
for SUPPER"

Even if that dauntless fisherman didn't have any luck today, he can have fish for supper . . . and he will like it!

Your dealer can secure Dried or Pickled Canadian Fish for you no matter how far you are from open water. You can choose from such Dried Fish as Cod, Haddock, Hake, Cusk, and Pollock, and such Pickled Fish as Herring, Mackerel and Alevines . . . and every one of them can be served in tasty, different ways.

Enjoy this food in your home. You can get Dried or Pickled Canadian Fish with all its goodness retained for your enjoyment. Ask your dealer. You will find it very economical, too.

DEPARTMENT OF FISHERIES,
OTTAWA.

Ladies!
100
WRITE FOR FREE BOOKLET
Department of Fisheries,
Ottawa.
Please send me your free Little Booklet "100 Tasty
Tea and Fish Recipes," containing 100 delicious
and economical Fish Recipes.

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Address _____

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Agency for
Feed and Draining
COAL AND WOOD

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FRESH MILK AND
CREAM
Delivered to Your Door
Every Morning

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A. J. Sevigny
Brooks, Alta.

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PLACE YOUR LISTING WITH ME. I
HAVE HAD MANY YEARS OF
EXPERIENCE.

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LOUIS CONN - PHONE 7

Calgary Bread and Cakes in Daily. Wrapped and unsalted, White or Brown, loaf 96¢. Sandwich wrapped, slices brown, white, rye, sandwich, Vienna. Sweet Malt or dairy. Try a loaf. They're swell.

GROCERY AND FRUIT SPECIALS

Oranges, fair size, 4 dozen	\$1.00	Lemons, extra large, dozen	50¢
Apples, Fancy Per Box
Jams—Pure; while they last: Strawberry, Raspberry,	\$1.75
Peach or Orange	50¢
SALT—Coarse: Just the thing for stock 125 lb. sack: special	\$2.25
Vanilla: 6 oz. bottle 25¢: Any other flavor, 2 oz. bottle, 3 for	25¢
SOAP SPECIAL: White or yellow Naptha, 6 bars 25¢; 25 bars \$1.00
FACE SOAP SPECIAL: Assorted, 4 bars 25¢; 17 bars \$1.00
JHI, Oxydol, Rhiso or Lux, any assorted 3 pkgs.	45¢

Fresh and Cured Meats always on Hand. Very Low Prices

Hamburger made daily, per lb. 15¢	Pork Sausage, 1 lb. 35¢
Choice Roasts, 1/2 pound.	Steak 20¢ lb.
Dairy Butter: Just in, lb. 35¢.	Creamery Butter, Sunrise, lb. 30¢

Fresh eggs on hand at all times.

Clearing all lines in Men's Wear at big reduction prices. Felt, overhauls, rubbers, sweaters, blazers, underwear, socks, mitts, shirts, ... Come in and look them over.

Why pay more for coal when you can get good Indian Lump Coal delivered in your bin at \$25.00 per ton. Try a load and see for yourself.

Cutters' and Franklin Agents. See us for your Cattle, horse and swine serum. Fresh stocks always on hand.

Notice to Creditors and Claimants

NOTICE

In the estate of Herbert Jones late of the Town of Bassano in the Province of Alberta, rancher deceased.

NOTICE is hereby given that all persons having claims upon the estate of the above named HERBERT JONES who died on the first day of May A.D. 1938 are requested to present the same to the Executor of the estate, Mr. S. C. G. Bassano, Box 187, Bassano, Alberta, by the twentieth day of February, A.D. 1940 a full statement duly verified of their claims and of any securities held by them, and that after that date the executors will distribute the assets of the deceased among the parties entitled thereto having regard only to the claims of which notice has been so filed, or which have been brought to their knowledge.

DATED this second day of January, A. D. 1940.

McLaws and Gordon
Bassano, Alberta.

Notice to Creditors and Claimants

NOTICE

In the matter of the Estate of ALVA PERRY MILLER late of the post office of Gens in the Province of Alberta, farmer, deceased.

NOTICE is hereby given that all persons having claim upon the estate of the above named Alva Perry Miller who died on the Thirtieth day of November, A. D. 1939, are required to file with the undersigned by the fifteenth day of February, A.D. 1940, a full statement duly verified of their claims and of any securities held by them, and that after that date the executors will distribute the assets of the deceased among the parties entitled thereto having regard only to the claims of which notice has been so filed, or which have been brought to their knowledge.

McLaws and Gordon
Box 187, Bassano, Alberta
Solicitors for the Executrix,
Emma Miller.

TWO GOOD REASONS

Optimistic reports concerning the rearmament of Canada were made by Mr. Walter C. Gordon, According to that body this winter will find "perhaps 100,000 less persons dependent upon public aid than last winter." The Council believes that the demand for employment in the agricultural sector in the west, with some quite discernible reductions in certain areas due to war activities." Figures just released by the Employment Service of Canada

show 539,389 persons on relief in September, 1939 as compared with 562,612 for the same month of 1938. This is an improvement of 14,223 for the year.



Medicine Hat

\$2.45

and return

from Bassano

Correspondingly Low Fares from Intermediate Stations

GOOD GOING

JAN. 19 and 20

RETURN UNTIL

JAN. 22

Goes in Canadian Railways

For additional information concerning

station and train schedules, consult

Canadian Pacific Ticket Agents

Canadian Pacific

Complete facilities for handling
WHEAT BOARD DELIVERIES
AND POOLWHEAT...
at
ALBERTA PACIFIC
ELEVATORS
"A.P." Elevators will pay maximum
benefits obtainable under Government
Wheat Price Guarantees.

Service As You Want It

- The Prime Quality you demand
- The Cuts you deserve
- The Cleanliness you expect

"The Home of Fresh Meats
Pioneer Meat Market
STANLEY HASKAYNE, Prop.

The Week
In Edmonton

Rumoured no election in 1940; Ottawa office strives to improve purchase of Alberta goods.

The announcement made in Edmonton a few days ago that the government of Canada had purchased all war supplies to be made with in the dominion came as an assurance that the funds to be raised soon by the nation's war loan will remain in the country, added to the prosperity of the entire field of agriculture.

W. C. Woodward, Edmonton and Vancouver merchant, made the announcement. One of the three members of Canada's war supply board, he said, "We are not going to leave Ottawa to take up his \$1-a-year job in supervising purchase of the materials which the dominion needs to carry on the war successfully."

Industrially, Mr. Woodward said, Canada is in a position of strength and financial security by making it known that he has ordered a \$150,000 addition to his firm's Edmonton store there this month.

At the same time, the Alberta Government announced that it has established a radio office in Ottawa, to make sure that a share of Canada's war business comes to Alberta. The radio office is to keep in touch with the Edmonton chamber of commerce, Sales of Alberta coal to industries in the east will be among the chief objectives, but all types of Alberta products, including farm and dairy goods, will be pushed forward too.

Appointment of E. J. Garland as secretary to Canada's high commission in London was announced yesterday by the Prime Minister's office. Mr. Garland who makes his home in Calgary, was an independent Member of Parliament from 1921 to 1945. Since that time he has served as National Organizer for the C.C.F. Party.

A 1940 election in Alberta has been less certain than from Ottawa that the Federal election will be scheduled for this year may be postponed. This will be because of the war crisis. But premier Aberhart indicated the election campaign messages which his own party are taking already by charging that opposition groups were "flood the provinces with lies." He said, "We are going to confound the people." He told an audience at Olds that he was "sorry that you people are going to be given to the test, because they will at all times reflect the reputation of all of us."

At the same time, the Bolshevik government in Moscow was telling its troops engaged bombing citizens of the British Isles, "You are liberating the people of Finland from medieval barbarism."

NEW ENVOYS

Appointment of E. J. Garland as secretary to Canada's high commission in London was announced yesterday by the Prime Minister's office. Mr. Garland who makes his home in Calgary, was an independent Member of Parliament from 1921 to 1945. Since that time he has served as National Organizer for the C.C.F. Party.

OUTLOOK BRIGHT

Canada's great task for 1940 is in the war, stated Sir Edward Beatty, chairman and president of the C.P.R. in a New Year message. He thought the country was in the war again, "if not inspiring" and added that because of the difficulties, Canadians have met and overcome, "we shall come to the end of the year a greater and better people."

Referring to Canada's improved position compared with the last war,

The art of brewing was known and practised for many hundred years before the Christian era. In 450 B.C., we are told that the Egyptians being without vines, made a wine or beer from corn. Pline and Herodotus informed us that the Egyptians are thought to have derived their taste for "Syrnus" (meaning a barley drink) "because it was necessary for human bodies."

**450 B.C.
IN ANCIENT EGYPT**
**TODAY
MADE IN ALBERTA
BEERS**
**RANK WITH THE
FINEST BREWS**
*in this
MODERN WORLD*

Order a Case Today!

Sir Edward believed the people have a stronger consciousness of their heritage and of their responsibilities.

MORE FORECASTING

What is western Canada's main source of material assistance to the Allied cause, according to George S.

Mathison, president of the Winnipeg grain exchange. "It is fortunate," he said, "that in 1939 western Canada reaped the second largest crop in its history." Mr. Mathison said it would appear that the west will be called upon to "export more wheat than for some years past."

a Call TO SERVICE on the Economic Front

"Materials and money count for so much in this war that a resolute, loyal and enthusiastic economic front line may be the determining factor."

Mr. Prentiss
MINISTER OF FINANCE

To your restless question "When can I help win this war?" — the answer is NOW. On Monday next, the Government of the Dominion of Canada will offer the First War Loan. The purpose of this Loan is to provide money to carry on the war, not only on the battlefields, but all along the Economic Front.

Let us explain what the Economic Front means. It means a war in which the entire natural, industrial and financial resources of the country are used to defeat the enemy. It means a "total war" in which every citizen takes a part, in which his personal resources must support those of the Nation.

In such a war, one of the chief weapons is money. Where is this money to come from? There is only one answer. It must come — and come voluntarily — from the savings of our people. The difference between us and the Germans is that we, of our own free will, *lend* our money — it is not ruthlessly taken away.

This is your opportunity to do your part in this struggle against Hitlerism. The eyes of the world are upon you, upon Canada, one of the strongest members of the British Commonwealth. Canadians must show that their strength, their courage and their resources are all in this fight against "brute force, bad faith, injustice, aggression and persecution."

The news of the success of this Loan must go ringing round the world.

Be ready to buy War Loan Bonds. They will have the proven safety and salability of Dominion of Canada obligations. Any Investment Dealer or Chartered Bank will take your subscription. The quicker the economic war is won, the greater will be the saving of human lives . . . the swifter the collapse of the enemy.

THE GOVERNMENT OF THE DOMINION OF CANADA

CANADA'S FIRST
Buy War Loan Bonds

MAKE YOUR DOLLARS FIGHT FOR FREEDOM

FLANNELETTE BLANKET

Buy Now While Present Stock Last! Lakota Size, best quality. White and grey. Pink and blue borders. SPECIAL PRICE \$2.75.

MEN'S OVERALLS

Twotay King Red Quality. Stands hard wear. \$2.15

MEN'S SHIRTS

H.V.D. Woven pattern shirt with non-roll collar. PRICE \$2.00

KNITTED SUE RUG

The name is your guarantee of quality. Favorite of well known women everywhere.

PRICE \$6.50-\$10.00

LADIES' OVERSHOES

The newest type zipper closing velvet overshoe. PRICE \$3.50 pair.

Hobberlin Suit

Made to Measure State! Order Now and Save. Finest English Material. Well Tailored. PRICE \$27.50 up.

FRUIT SPECIALS

1 Can Raspberries

1 Can Pums

1 Can Grapetruit hearts

1 Can Apples

1 Can Peaches

Tomatoes - 10 oz. pack. Choco

Per lb. 10c

CUC is here. New Liquid tooth

cleaner. Price 10c

Tea: Blue Ribbon, the West

ern Favorite, lb. 60c

SPECIALS

5 cans Colgate Soap and

1 glass fruit bowl. Spec. 25c

Pork and Beans: Libby's, tall

tins 10c

COFFEE: Special blend in 1 lb.

Cellophane pks. good qual

ity 45c

Kraft Quick Dinner: A de-

licious meal. Pkg. 26c

Oranges: Sweet and Juicy,

25c

Oranges: Large size,

3 dozen \$1.00

Golden Bananas: 2 lbs. 25c

Fresh lettuce, Celery, Sweet

Potatoes

James Johnston

"THE STORE OF QUALITY"

FEDERAL GRAIN LIMITED

FARMERS:
Let Federal Elevators Handle Your

WHEAT BOARD DELIVERIES
POTATOES (over 5,000 bushels)
AGENCY POOLED DELIVERIES
(60% guaranteed price)
OPEN MARKET SALES
(open market price or day of sale)
OPTION TRADES SOLICITED

Mr. and Mrs. R. Edwards and Shirley returned last week after spending the past month visiting relatives in the States.

BASSANO RECORDER

LOCALS

Mr. Jay Hayes left Saturday morning for Moose Jaw and Gull Lake, Saskatchewan where he will visit with friends for a few weeks.

Mrs. A. S. Currie was a visitor in Calgary on Saturday.

Mrs. Mary Lore of Lethbridge taking a business course in a Calgary school.

Mrs. L. Cooley and daughter, Dona, of Chinook, are visiting at the home of Mr. and Mrs. S. Meeres this week.

Mrs. H. T. Johnson is a patient in the local hospital.

Rev. Fr. Morrow will conduct Mass in St. Columba Church on Sunday next at 11 a.m.

Mr. McCannel, auditor from Calgary, is working in town this week.

Mr. and Mrs. Danny Morrison have moved into the suite of rooms above the Liquor store.

M. A. Hayes was a Calgary visitor the first of this week.

Mr. R. A. Gordon was a business visitor in Brooks on Monday last.

Gem Notes

Mr. and Mrs. R. Edwards and Shirley returned last week after spending the past month visiting relatives in the States.

Mr. and Mrs. Rae were guests of honor at a wedding dance held in the Community Hall on Friday evening. Last. A most enjoyable time was had by all. We all wish Mr. and Mrs. Rae a long and happy married life.

Don't Forget the Program and Pic Social to be held in the Gem Community Hall on Friday evening, the 12th of January. Everyone welcome.

Congratulations to Mr. and Mrs. Jack Evans on the birth of a son.

Mrs. Dunlevy is visiting at the home of her parents, Mr. and Mrs. Brown of Gem.

Mrs. Bohn is one the sick list.

Do you want to have a good time? Well, come to the Jitterbug Jamboree in the community hall on January 19th.

Mrs. Sandahl and Levine, Mrs. Brown and Mrs. Dunlevy spent a pleasant afternoon on Saturday visiting with Mrs. Dryer.

Since the cold snap began last December, the temperature has remained constant, with no mild spells to speak of. The roads have suffered most, as ice has packed the thoroughfares.

Meanwhile, winter sports enthusiasts are in the ideal weather conditions for skating and curling. The rinks are both in excellent condition.

ROSEMARY NOTES

(Continued from page 13
winner of a box of apples at the

SPECIALS.....

DO YOU KNOW that there has been a great improvement in all our breads made with milk, and that now a higher standard of ingredients are used? Try our Dutch and Wrapped Loaves, for taste and quality, and see how the have improved over what we were at first.

SPECIAL FOR THIS WEEK:
Fruit Buns - - Something new and different. Take home a dozen.

BUTTER BREAD: The peak of perfection. Fresh.

PATRONIZE THE HOME BAKER

XXXXXXXXXXXXXX

Bassano Bakery

H. K. McLeod

Antiseptic Mouthwash for Combating Colds and Bad Breath

Gargle Mi 31. Solutio Night and morning. It cleanses the mouth! It kills germs! It helps reduce your danger of catching colds!

Mi 31 Solution also washes out the food particles from around teeth that do much to cause unpleasant breath.

Mi 31 Solution is double strength, too.

25c 50c 75c
per bottle

STILES "The Druggist"

The Rexall Store

McKEE'S STORES

**GREAT
STORE-WIDE
SALE
opens**

SATURDAY, JAN. 13

**Big Bargains
In All Departments**

Notice to Residents of Bassano, Gem, Duchess, Countess, Rosemary, ussar, Makepeace, Lathom, Crowfoot, Dorothy and Majorville - - - There is a Sales Flyer in Your Mail Box. Study it Well. The Bargains are Genuine and Worth While.



BASSANO RECORDER

- O - K -

RUBBER STAMPS
PROMPT SERVICE

ASSOCIATED GROCERS

Service Quality

PHONE 9
FOR
PROMPT
DELIVERY